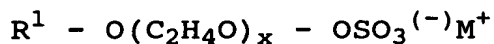


corresponding to the formula:



wherein  $R^1$  is a  $C_{10-16}$  alkyl group,  $x$  is 1 to 10 and  $M$  is a sodium, potassium, ammonium, or  $1/2$  magnesium<sup>+2</sup> ion.

13. The composition of claim 8 wherein the water-soluble polyol comprises glycerol, sorbitol or a mixture thereof.

14. The composition of claim 8 further comprising at least 40 percent by weight of water.

15. The composition of claim 8 comprising less than 1 percent by weight of a fatty acid soap.

16. The composition of claim 8 wherein the shaving cream composition has a viscosity at 20°C of 10 to 30 Pa.s.

17. A shaving cream composition comprising:

- (a) 5 to 15 percent by weight of an adduct of 20 to 40 moles of ethylene oxide with a saturated linear  $C_{16-18}$  fatty alcohol;
- (b) 10 to 20 percent by weight of a glycerol ethoxylate monofatty acid ester of an adduct of 5 to 10 moles of ethylene oxide with 1 mole of glycerol and a linear saturated  $C_{12-18}$  fatty acid;
- (c) 10 to 20 percent by weight of an alkyl( $C_{12-18}$ ) polyglycol ether sulfate sodium salt containing 1 to 6 glycerol ether groups;
- (d) 1 to 5 percent by weight of glycerol, sorbitol or a mixture thereof; and
- (e) 50 to 60 percent by weight of water.